“WISE goes from strength to strength, fuelled by the energy, passion and commitment of our members to gender balance in science, engineering and technology (STEM) in the UK.

With your support, we are making progress. Our statistical analysis shows an increase in the participation of girls and women in core STEM, from the classroom to the boardroom. But the increase is nowhere near large enough to meet the exponential growth in demand for talent, especially in technology.

We have seen a surge in membership from technology employers across all sectors of the economy, looking for practical, evidence-based solutions to help them to attract, retain and develop opportunities for women in technical and leadership roles.

In 2018, as we celebrate the centenary of the first women getting the vote in this country, we adopt with pride the slogan of the Suffragettes, ‘Deeds Not Words’, as a rallying cry for WISE. Deeds not words to open up career and business opportunities for women; deeds not words to transform the culture of organisations into places women want to work and truly have the same chance of rising to the top as their male counterparts.

Our members want to attract and retain the best talent, women as well as men, but you are all fishing in the same talent pool and there simply are not enough women to meet demand. We continuously enhance the practical tools on offer from WISE – People Like Me and Ten Steps, based on feedback from you and independent evidence of what works.

I am encouraged and energised by the active commitment we have seen this year from industry leaders. More and more of you are setting targets, holding your own people to account and seeing positive results. This creates a ripple effect – driving change amongst your clients, supply chain and peers. Your leadership is building the momentum we need to make faster progress. It is a pleasure to work alongside you, as together we build a new and more positive future for women, for business and for the UK economy.”

Helen Wollaston
Chief Executive, WISE
Our impact...

There are more women in science, technology, engineering and maths (STEM) than ever before. An 8% increase year on year suggests we are on track to reach our goal of one million women in STEM by 2020.

There are more women work in core STEM than ever before – in excess of 850,000. Women now make up 23% of the UK’s STEM workforce. The past three years have showed a steady 8% growth in the number of women in core STEM occupations. Projecting this forward to 2020, we believe the UK is on target to reach 1 million women working in core STEM occupations.

Annual number of women in core STEM occupations 2011-2017

Source: ONS SOC data EMP04 2011-2017; WISE Analysis
Membership continues to grow...

March 2018  We ended the year with 200 corporate members – a 17% rise on the previous year. 50 new corporate members joined in 2017-2018, including seven large technology employers. We also retained 90% membership income from renewed subscriptions by existing members.

Corporate Membership

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<th>2017</th>
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<td>A total of 200 corporate members - representing a 17% rise on the previous year’s total.</td>
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...and we introduced Enhanced Membership options

- **£1k Online Member**
- **£5k Core Member**
- **£10k Premium Member**
- **£30k+ Strategic Partner**

In response to feedback from existing members, collated via focus groups, telephone interviews and informal conversations, we developed our membership model with enhanced offerings to tailor support to organisations as appropriate to their needs.

WISE website

Our website is strengthening as a go-to resource.

Visitors

180,200

A growth of

13.8%

Best month for unique visitors

March 2018

20,000 views

Other media

We introduced webinars, and there has been growth in social media across the board, particularly on Twitter:

- **Twitter Followers**
  - End of 2016-2017
    - #21,700
  - End of 2017-18
    - #29,000
    - and rising steadily
Focus on STEM apprenticeships...

The huge and widening gender divide in apprenticeships, coupled with the introduction of the Apprenticeship Levy, led us to focus effort this year on practical solutions for employers and training providers seeking to get more women onto STEM apprenticeship programmes.

June 2017  Launched for International Women in Engineering Day, in collaboration with SEMTA and ICE, our Apprenticeship Toolkit brings together a wealth of case studies and advice on how to engage, attract, support and retain women on STEM apprenticeship programmes. Since the launch at the IET's 9% is not enough conference, we’ve had over 4,000 unique visits to the online toolkit.

APPRENTICESHIP TOOLTIP
ATTRACT • ENGAGE • SUPPORT • RETAIN

... and engaging male leaders in STEM

It is important to include male leaders alongside females to enable real and lasting change, and WISE successfully does this.

27 June 2017  20 CXOs (double that of the year before) attended our CXO Breakfast. Speakers were Steve Varley (below), UK Chairman of EY and Chris Stylianou (bottom), Chief Operating Officer at Sky UK. Steve Varley spoke about his insights on setting the ‘tone at the top’ which has increased the proportion of women in senior leadership roles by 20%. Chris Stylianou talked about Sky’s Women in leadership initiative and the importance of commitment at executive level to drive real change.

Apprenticeship Minister, Anne Milton, pledged her support for the campaign to improve gender balance in STEM apprenticeships and gave us access to fresh data which we were able to use to update our statistical analysis. A new WISE Award for the WISE member organisation which has done the most to improve gender balance in STEM apprenticeships was won by Troup Bywaters + Anders.

Above: Winners of the 2017 WISE Apprenticeship Programme Award, sponsored by AVEVA, was Troup Bywaters + Anders, represented at the ceremony by Caitlin Stuart and Claire Oliver.

Following the talks, round table discussions were held on the following topics:
- What actions by leaders has made the most impact?
- How can the Ten Steps be used to drive further change?
- How can we track progress?

Focus on STEM apprenticeships...
Continuing to support Members to inspire girls with People Like Me

We have worked with our members to produce bespoke People Like Me resources, highlighting different sectors and regions including:

- Opportunities through apprenticeships with first pack for the 15-19 age range
- A construction pack launched by Highways England
- A space pack launched at the National Space Academy
- Our first regional pack, highlighting opportunities in North Yorkshire and the East Riding, funded by the European Skills Foundation

With our partner techUK, our founding partner CA Technologies and generous sponsorship from BAE Systems, Goldman Sachs Gives, Network Rail and the UK Space Agency, as well as individual donations, we have started development of a People Like Me online platform. For the first time in one place, this brings together young female role models working in STEM with practical resources and training for STEM ambassadors and outreach teams to inspire girls to engage with STEM at school and beyond.

Challenging gender stereotypes early

September 2017 It’s never too early to start encouraging girls to see themselves as scientists and engineers. We introduced a new award for toy manufacturers and in partnership with children’s museum Eureka!, involved children and parents in the selection of the toy or game most inspiring for girls. This prompted an appearance on BBC Breakfast by WISE CEO Helen Wollaston (above) in conversation with the author of a new book in the Mr Men series, Little Miss Inventor.

Right: Winner of the WISE Toy Award, sponsored by Thales, was The Curiosity Box, which sets out to give all children the chance to have ‘engaging, exciting and downright fun experiences of STEM.’
Our awards continue to celebrate and inspire, showcasing role models who champion gender balance, as organisations or individuals. Below is a selection of tweets that were sent on and after the evening.

9 November 2017

Amata Hafoot<br>
Amazing night at the #WISEAwards2017 with hubby and colleagues. So great that #WSEAlertemp got a table and invited some fab female apprenticeship graduates to be inspired by the awards. #LoveMyWork

megahunter<br>Here we have a picture of women who work in the beauty industry, hairdressing. #stereotypical? I think not. It was lovely to meet you girls and I can’t wait for our next meet up @theiwescampaign #WISEAwards2017 WomenInSTEM #motivational

9 November 2017

Harry Smurthwaite<br>What a great way to celebrate some brilliant women in STEM & those working towards a Million Woman in STEM @theiwescampaign #WISEAwards2017

9 November 2017

Inesha Dzidzonga<br>Inspiring evening celebrating the amazing things people are doing to encourage more women into STEM. Thank you @theiwescampaign for a wonderful evening and to @BHAMutrecht for the invite. #Girls2Genes #MultiAwards #Envirot1 @IneshaJames11 @WisehBarn @HughesBAM @BarchesterDH

Dr Jesus Mude<br>What an incredible night is was! Congratulations to all women’s finalists! Let’s get 1M Girls in STEM by 2020! And to meet HRH Princess Royal was WISEAwards2017 #WomenInSTEM #RoyalFamily

“Don’t let them tell you, you can’t.”

9 November 2017

HRH The Princess Royal renews her patronage

We are honoured that HRH The Princess Royal agreed to renew her patronage of WISE for a further three years, to 2020.
Dr Bhavagaya Bakshi (right), winner of the 2017 WISE Technology & Engineering in Health Award – whose company uses artificial intelligence to help GPs diagnose early cancer symptoms – has conducted media interviews as a role model, showing girls that they could save lives through technology. She introduced WISE to financial services company Wesleyan, which celebrated International Women’s Day by making a 5-year commitment to corporate membership of WISE.

2017 WISE Woman in Industry Award winner Amelia Gould (left), has since been promoted to the role of Chief of Staff to the Chief Executive of BAE Systems, inspiring girls through the People Like Me programme and women by sharing her amazing ‘career labyrinth’ as she calls it, speaking as a role model at industry events.

The WISE CSO Fellowship

August 2017  WISE and the office of the Chief Scientific Officer for NHS England appointed four new fellows for the second year of our flagship fellowship programme, the CSO WISE Fellowship. This wonderful opportunity has enabled them to develop themselves, progress their careers and raise their aspirations. As part of this, they were invited to meet with Princess Anne at the CSO Awards dinner in March 2018.

“I now know I am not lacking any great skill or abilities and that I just need to believe in myself and in the skills and ability I already have... [The Fellowship] is what gave me the confidence to apply and I was successful and secured a role that was higher than my previous.”
Michelle Martin – 2016 CSO WISE Fellow

 “[Sandra] now operates more as a leader and in broader areas. Most noticeably, the senior managers in our division and the Trust board are all aware of her progression and are sort of cherishing her. She is being sized up for further jobs in the Trust.”
Sandra Chinyere – 2016 CSO WISE Fellow

Losing an inspirational leader

July 2017 We were very sad to hear of the passing away of Annette Williams, founder of UKRC. Her experience as the only woman when she re-trained as a motor mechanic fuelled a fierce determination to challenge the cultures which exclude women from science, engineering and technology and to improve support for women to enter and flourish in these areas of work.

Annette stepped down and Director of the UKRC in 2011, having acquired the WISE campaign and negotiated transition funding from the Department of Business which enabled us to build WISE into the thriving, independent social enterprise it is today – supporting our members to improve gender balance in STEM, from the classroom to the boardroom.

We owe her a great deal, as do the countless women who found fulfilment in a technical area of work thanks to the opportunities Annette created. We are proud to continue her legacy.
New faces on the WISE Young Women’s Board

January 2018 saw Susie Jutsum (pictured right) from Tony Gee replace Sian Cleaver as chair of the WISE Young Women’s Board and the appointment of four new members to the board from different sectors, including Rebecca Winstanley, a former WISE intern who is now with the RAF.

The WISE team

We are delighted to have welcomed new people to our team in 2017/18. We asked them why they chose to work for WISE.

“ar I want to make a difference and having completed a Maths degree, I have always been passionate about the importance of STEM! I learnt about WISE through the ‘People Like Me’ resource, and when I worked for the Transpennine STEM Ambassador Hub, I got to see first hand how much of an impact meeting real life STEM role models had on young people! From then, I knew WISE would be a fantastic organisation to join.”

Katherine Watson Projects Assistant

“I decided to apply to WISE after looking for a position which reflects my values to engage and help others, especially women and girls to achieve their ambitions, whatever they may be. Having previously served in the Royal Air Force for 22 years, I watched and experienced the change from quite a difficult culture and environment for women initially into one which has embraced modern working practices and focuses and is still evolving, and through my experiences of this I can relate to the WISE ethos.”

Kirstie Whipp Executive Assistant to CEO

“R I joined WISE because I strongly believe that its approach; supporting employers to increase women participation in STEM roles has the potential to make a significant difference. The enthusiasm and the commitment of the WISE team to achieve its goals was very compelling.”

Dimitra Christakou Membership Director

“I joined WISE because I wanted to be part of a forward-thinking organisation that is working towards making a real change in the representation of women in STEM.”

Katherine Howard Membership Officer

“In my role as a Chartered Civil Engineer I was actively supporting my then employer to improve gender balance. I joined WISE to continue this and I am passionate about encouraging a more diverse workforce across the STEM sector.”

Anne-Marie Tuck Development Manager

For information about other members of the WISE team please visit the Who we are section of the WISE website.
The financial position supports our aim to create a sustainable organisation and achieve our vision of gender balance in science, technology, engineering and mathematics (STEM). We grew revenue by 20% and reserves increased by £59,686. Revenue growth was due to growth in the number of members joining WISE. We built for the future by investing in new roles to support our growing membership and invested in technology to expand the reach of our flagship People Like Me training.

For a full set of published accounts please contact the WISE office on 0113 222 6072.